Task Force on Climate-Related Financial Disclosures Report (TCFD) 2023

YouGov®

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Introduction

While YouGov is a naturally low-impact business, as global citizens, we recognise that we share a responsibility for protecting the environment. We take a proactive approach and aim to embed environmental considerations across our operations as appropriate.

In the UK, Task Force on Climate-Related Financial Disclosures (TCFD) recommendations are now enshrined in the Companies (Strategic Report) (Climate-related Financial Disclosure) Regulations 2022 (LR 9.8.6R). In addition to our existing obligations under the Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018, under the new regulations, YouGov now has the obligation to make a TCFD disclosure for the reporting year.[1] While the regulations provide flexibility on what is disclosed, in this report we are making full disclosures where feasible to enable stakeholders to understand our climate-related risks and opportunities.

[1] TCFD-aligned disclosures are required for listed UK companies with 500+ employees. As YouGov files consolidated financial reports for the full YouGov Group, the TCFD employee threshold applies to our global headcount.

CEO statement

The principles of **transparency, accountability,** and **trust** have always been core to YouGov's ethos. With over 1,800 employees, and 26 million registered panel members in 59 markets worldwide, we have a responsibility to operate ethically, responsibly, and sustainably across all our operations. This includes considering the views and needs of all our stakeholders and the wider global community. The YouGov plc Board of Directors sees Environmental, Social and Governance (ESG) as key to our success as a business, and ESG factors are incorporated into our company strategy, with our social mission being key to YouGov's business model. Our ESG Roadmap outlines our objectives within each ESG area and is reviewed annually to reflect our continuing progress towards our long term goals (read more on our corporate website).

Due to the nature of our industry, we are a naturally low-emission business, but we take a **proactive approach** to mitigating our environmental impact. Beyond our mandatory environmental reporting obligations, we acknowledge that as a global business we must take seriously the near- and long-term impacts of climate change. We aim to apply the aforementioned principles to our climate disclosures in order to communicate our sustainability ambitions **clearly and effectively** to our stakeholders, who have a growing interest in our approach.

In FY23, we took a large step in our environmental strategy by calculating our global carbon footprint and preparing our first TCFD report. This provides us with a baseline from which to set progressive net-zero targets and develop a decarbonisation plan. I am grateful to our Facilities and Finance teams for their hard work during this process, and I am **committed to engaging senior leaders** in defining and achieving our environmental targets.

Steve Hatch,
CEO

About us

YouGov is an international online research data and analytics technology group.

"Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can make informed decisions."

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities. With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All our products and services draw upon this detailed understanding of our 26 million registered panel members to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

Further information about our business model, strategy, and long-term growth plan can be found in our latest Annual Report & Accounts and our corporate website.

TCFD framework

The Task Force on Climate-Related Financial Disclosures (TCFD) was established to provide guidelines on how companies should identify, assess and report on the risks and opportunities associated with climate change. The Companies (Strategic Report) (Climate-related Financial Disclosure) Regulations 2022 now require large companies in the UK to make disclosures aligned to TCFD recommendations, including YouGov. The TCFD framework covers four thematic areas (Figure 1), with 11 disclosure recommendations defining the scope of information to be disclosed to provide transparency in relation to climate change.

YouGov recognises that climate change presents both risks (physical and transitional), and opportunities for our business. The TCFD framework ensures that we establish a strong foundation for our climate strategy, and we aim to continue operating as a responsible business for people and the planet.

While legislation requiring climate disclosures according to the International Sustainability Standards Board's ("ISSB") recommendations is yet to be introduced, the ISSB standards are based mainly on the TCFD framework. We will be well-placed to comply with future mandates by aligning our reporting accordingly.

Complying with the TCFD

The Financial Conduct Authority (FCA)'s LR 9.8.6R requires listed companies to include statements aligned with the TCFD framework in their Annual Reports. YouGov is supportive of this requirement as it provides transparency and supports our ambition to set a high standard for sustainable business practices in our industry. This year, YouGov has complied with 10 of the 11 recommendations. For the outstanding recommendation, we are currently developing our net-zero targets and strategy, which will allow us to comply fully in the next reporting period (see page 23).

Table 1. Compliance categories.

TCFD area	Recommended disclosures	Compliance status
Governance – Disclose the organisation's governance of climate-related risks and opportunities.	a) Describe the Board's oversight of climate-related risks and opportunities.	**Compliant**
	b) Describe management's role in assessing and managing climate-related risks and opportunities.	**Compliant**
Strategy – Disclose the actual and potential impacts of climate-related risks and opportunities on the organisation's businesses, strategy, and financial planning, where such information is material.	a) Describe the climate-related risks and opportunities the organisation has identified over the short, medium, and long term.	**Compliant**
	b) Describe the impact of climate-related risks and opportunities on the organisation's businesses, strategy and financial planning.	**Compliant.**
	c) Describe the resilience of the organisation's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	**Compliant**
Risk Management – Disclose how the organisation identifies, assesses, and manages climate-related risks.	a) Describe the organisation's processes for identifying and assessing climate-related risks.	**Compliant**
	b) Describe the organisation's processes for managing climate-related risks.	**Compliant**
	c) Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organisation's overall risk management.	**Compliant**
Metrics and Targets – Disclose the metrics and targets used to assess and manage relevant climate-related risks and opportunities where such information is material.	a) Disclose the metrics used by the organisation to assess climate-related risks and opportunities in line with its strategy and risk management process.	**Compliant**
	b) Disclose Scope 1, 2 and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.	**Compliant**
	c) Describe the targets used by the organisation to manage climate-related risks and opportunities and performance against targets.	**Partial.** Currently determining near-term and net-zero targets and strategy (see section 4).

01 Governance

Disclose the organisation's governance around climate-related risks and opportunities.

Climate governance

Under S172(1) of the Companies Act 2006 ("S172"), the Directors of YouGov plc (the "Company") are obligated to act in the way they consider would be most likely to promote the success of the Company for the benefit of its members (its stakeholders including shareholders). The Company's full S172 disclosure is available in the 2023 Annual Report & Accounts).

Under our governance framework, we embed transparency and accountability through company policies and processes. YouGov's Board of Directors maintains overall responsibility for all key Company policies, including the Group Environmental Policy ("the Policy"). The Chief Governance and Compliance Officer is authorised with day-to-day oversight of the Policy and oversees an annual review. Employee compliance with the Policy, and any future iterations, is defined in the Global Code of Conduct & Ethics ("the Code"), which outlines expectations for ethical, responsible, and sustainable conduct by employees. The Code forms the basis of our mandatory training curriculum for all employees to embed a shared understanding of what high professional, ethical, and moral standards look like at YouGov.

Our expectation for employees similarly applies to our business partners. Suppliers are vetted through our rigorous Supplier Approval Process and are required to confirm compliance with our Business Partner Code of Conduct. This is supplemented by an internal guidance document clarifying the minimum requirements of potential suppliers in each area of ESG, including environmental commitments.

Board-level oversight

The Board has ultimate responsibility for our environmental commitments and receives regular updates on the company's progress against the ESG Roadmap (the "Roadmap"). In March 2023, the Board participated in a Deep Dive workshop and approved the activities underpinning the current Roadmap. The Board regularly receives in-depth updates on progress against the Roadmap at Board meetings.

Climate change is regularly considered in combination with other sustainability-related matters at Board meetings and in FY23 it was discussed as a separate agenda item at two meetings, including an overview of the TCFD recommendations. The Board intends to maintain oversight of climate-related objectives and to include climate-related risks and reporting as an agenda item at least twice during FY24.

Climate-related risks are addressed in the Company's annual risk assessment (as explained on page 17), including approval of relevant risk mitigation strategies. The Board monitors the effectiveness of internal control systems, including those relating to environmental matters, as explained in the Audit & Risk Committee Report in the 2023 Annual Report & Accounts on pages 96-101.

The Board regularly receives eduction on relevant governance and compliance matters, including environmental matters. During the year, the Board discussed net-zero considerations and expectations for YouGov's Climate Transition Plan, which were further communicated to senior leaders across the company. Furthermore, climate-related risks and opportunities, including the Company's first climate risk register, were also reviewed by the Board during the year.

Figure 1. How the Board of Directors considers climate change matters and reaches decisions.

Board Receives Information → **Board Strategic Discussion** → **Board Decision** → **Communication to Management**

The Board's Remuneration Committee recognises the importance of linking Executive Directors' remuneration to relevant ESG factors. In FY23, each of the Executive Directors had a proportion of their bonus linked to ESG objectives. The Committee has also introduced shared ESG objectives for the Executive Directors as part of the company's new Long-Term Incentive Plan. Further details on Director remuneration and ESG-linked objectives is available in the Directors' Remuneration Report in the 2023 Annual Report & Accounts.

Board of Directors

As at 31 July 2023, the Board was comprised of a Non-Executive Chair, three Executive Directors, and six Independent Non-Executive Directors. For information on each of the Board members, visit the corporate website.

Management level oversight

Our Senior Leadership Team ("SLT") is responsible for overseeing the management of YouGov as a whole and for cascading key business messages clearly throughout their departments, including messages about ESG matters.

The highest management position responsible for oversight of climate change risks and opportunities is Tilly Heald, Chief Governance and Compliance Officer. She has been with YouGov since 2010, developing and overseeing the Governance department from 2017. Now a team of nearly 30, the Governance department includes specialists in the areas of legal, compliance, data privacy, facilities, ESG, and company secretariat.

The ESG team is responsible for day-to-day management of our ESG activities, including environmental and climate-related activities. They develop and implement the annual ESG Roadmap, coordinate company-wide ESG training, facilitate ESG-related internal and external communications, ensure compliance with all relevant ESG regulations and disclosure mandates, and manage activities related to climate change.

To support continuous management capacity building, during FY23 our ESG Manager participated in a two-day net-zero workshop led by industry experts, to expand her knowledge base. Additionally, Additionally, during the year, Compliance and Finance team members participated in participated in a climate risk workshop, again led by industry experts. A thorough discussion of climate risks and opportunities material to the business at this workshop culminated in the development of the aforementioned climate risk register, which was subsequently presented to and approved by the Board.

Company-wide climate change outreach

We communicate updates on climate-related matters to the YouGov workforce through several channels:

- Annual all-staff ESG webinars, including environmental updates.
- Regular articles on our ESG progress posted on our intranet, including an overview of our global emissions calculation approach and key climate definitions.
- Quarterly ESG update emails to the SLT and General Managers with environmental information to be cascaded.
- Monthly emails to line managers, including information on ESG initiatives.
- ESG training package for new joiners as part of mandatory induction.

Our internal outreach to all staff has proven to be highly engaging, with employees regularly providing feedback and suggestions. We are committed to continuing to actively engage, educate, and communicate our climate change approach, including net-zero targets, across YouGov.

02 Strategy

Disclose the material actual and potential impacts of climate-related risks and opportunities on the organisation's businesses, strategy, and financial planning.

Climate scenario analysis

For most companies, the significant effects of climate change will be experienced in the medium- to long-term. The timing and magnitude of these effects are uncertain, which poses a challenge for companies to understand how their business operations will be affected through their strategic, financial and future planning. Therefore, climate scenario analysis is important for businesses and their stakeholders to understand how vulnerable a company is to the transition risks, physical risks, and potential opportunities.

YouGov's climate scenario analysis used three climate scenario warming pathways, as recommended by the TCFD, to assess the effects of each identified risk on the Company's operations and value chain. These scenarios were developed using several recognised international frameworks, including the International Energy Agency's World Energy Models (WEM), the Shared Socioeconomic Pathways (SSPs): Climate Natural Catastrophe Damage Model, Coordinated Regional Climate Downscaling Experiment (CORDEX) regional climate forecasts, and the Integrated Assessment Models (IAM).

Climate scenario warming pathways

Below 2°C

The below 2°C scenario aligns with the Paris Agreement, where the world is working collaboratively towards achieving net-zero emissions and limiting global warming to below 2°C by 2100, with serious efforts from governments, businesses, and the public. Policies are introduced in a structured and orderly fashion, with investments into low-carbon technology. This scenario may raise costs for organisations, as markets shift to low-carbon alternatives, but the physical impact will be minimal, as climate tipping points are not reached, with a more predictable climate.

2-3°C

A 2-3°C scenario reflects if we, as a society, delay our response to climate change and must resort to unexpected measures to reduce global emissions, as seen in the COP26 policies and accords. The policies introduced will be in an uncoordinated manner, allowing limited time for companies to comply. Businesses are not incentivised to reduce emissions but industry leaders set net-zero targets, which contributes to the staggered investment into low-emission technologies across the economy as it tries to decarbonise. Some of the climate tipping points are reached, with parts of the economy's supply chains disrupted. This may lead to higher transition risks and some physical risks in the medium term, with temperatures projected to increase between 2-3°C by 2100.

Above 3°C

In the above 3°C scenario, a business-as-usual approach continues in the coming decades with inadequate actions to address climate change. Temperatures are projected to rise above 3°C by 2100. In this scenario, very few companies set net-zero targets and low-emission technology remains untested with high capital costs. Many climate tipping points are reached, and the global economy and its supply chains are forced to adapt to the physical climate risks without green financing. Global supply chains are forced to collapse, as some regions become inhospitable.

Timeframes

Businesses must recognise that the effects of climate change will extend beyond their conventional planning boundaries. To address this, we have applied the following three time frames, as recommended by the TCFD. These are aligned with the UK Government's 2050 net-zero target, to model the above three scenarios:

- Short term (2020-2025)
- Medium term (2025-2035)
- Long term (2035-2050)

Our climate-related risks and opportunities

The climate scenario analysis of YouGov's business operations identified 13 climate-related risks and 3 climate-related opportunities. The results from our climate scenario analysis were discussed with the Board of Directors in July 2023 to determine the potential impact of each climate-related risk on YouGov's operations. The resulting climate risk register was then implemented into the Group's overall risk register but is not yet considered a principal risk. Prior to the presentation of the key findings, the Board received training in March 2023 on the background of climate change and the four key themes of the TCFD framework. In our next TCFD report for the FY24 reporting period, we will begin to explore how climate-related risks and opportunities affect our key suppliers, so that we can understand the wider impact that climate change will have on our business and supply chain. Financial modelling of climate-related risks will be conducted in FY24 to further evaluate the magnitude of possible risks and opportunities.

We are a non-manufacturing business that is proactively investigating and acting to address climate-related risks. Such a combination of factors is strengthening our resilience to the potential impacts of the risks listed above.

Risks

Transition risks

The transition risks associated with climate change are those related to the shift to a decarbonised economy. Transition risks are composed of four distinct themes: policy and legal; market; reputation; and technology. The transition risks we have identified across these four themes are outlined in Table 2, along with the associated impacts.

Due to the nature of our business operations and the location of our key sites, we have determined that transition risks are the biggest climate-related risks for our business. As the world transitions to a decarbonised economy, the risks to our operations posed by climate change can be expected to have the highest impact in the below 2°C and the 2-3 °C scenarios. In a decarbonised economy, our business operating expenditures may increase as we meet growing compliance requirements and align with the transition to lower-emission technologies.

Physical risks

Physical risks are the risks associated with the physical impact of climate change, which are grouped into two categories:

1. Acute – These are physical risks such as flooding, heatwaves, and wildfires that are event-driven.

2. Chronic – These are physical risks that are associated with long-term changes in the climate patterns, such as sea level rise and water stress.

Our physical risk modelling was conducted for 14 of our sites across the globe, to provide an understanding of how climate change may impact our locations on a global basis. These 14 sites were chosen out of 37 physical offices worldwide based on a combination of factors, including number of employees regularly attending the site, strategic importance to the business, and geographic diversity. As many of our employees work remotely, the impact of physical risks on our direct business operations is low. The physical modelling considered the following eight climate indicators:

1. Aridity – (ratio of evaporation: precipitation) is a naturally produced permanent imbalance in the availability of water. It is associated with low average annual precipitation and high spatial and temporal variability. This results in the overall low moisture and carrying capacity of the ecosystems.

2. Precipitation – any liquid or frozen water that forms in the atmosphere and falls to Earth. It is one of the three main steps of the global water cycle.

3. Soil moisture – (ratio of Wet: Dry soil at 1m underground) is measured as soil water potential, which includes the influence of the soil's particle size.

4. Temperature rise – increase in combined surface air and sea surface temperatures averaged over the globe and over a 30-year period.

5. Water Discharge – (average flow rate m3/s) is the volume of water that passes a given location within a certain period.

6. Water runoff – (mm/month) is water that flows overland as surface water.

7. Sea level rise – (m) is the change in sea level as a result of isostatic (glacial rebound from the last glaciation), eustatic (global changes in the volume of water in the oceans) and global warming effects that increase the level of the world's oceans because of global warming.

8. Water stress – measures the ratio of the total water withdrawn, available renewable surface and groundwater supplies. The details of the acute and chronic physical risks that we have identified are outlined in Table 3, with the associated impacts.

The main acute physical risk to our business is heatwaves, which are projected to impact 11 of our sites in the >3°C scenario over the medium- to long-term. The main chronic risk to our business is water stress, which is projected to impact 8 of our key sites in the >3°C scenario over the long-term. Details of the impact description for all risks can be found in Table 3.

Through the TCFD framework, YouGov will re-evaluate the climate-related risks and opportunities on an annual basis. We will expand our analysis to include our supply chain in FY24 to understand further how climate change will impact our wider operations.

Opportunities

YouGov is committed to reducing its environmental impact and aims to be an industry leader as the global economy decarbonises. We have identified three opportunities in the below 2°C and 2-3°C scenarios, including the use of lower emissions energy sources, the use of more efficient suppliers and diversification of our supply chain, and the disposal of under-utilised sites within our portfolio. We aim to continue our investment into lower emissions technologies (where possible) to assist with a year-on-year decrease in our direct emissions. Reduced energy consumption for the business globally will result in a reduction in climate-related risks and operating business costs. The details of our climate-related opportunities are outlined in Table 4.

Climate-related transition risks

Table 2. The Group's climate-related transition risks.

Area	Climate-related risk	Warming scenario	Timeframe	Financial impact	Impact description
Policy & Legal	Failure to comply with increasing regulations	<2°C 2-3°C	Short – Medium Term (2020-2035)	Expenditures – Increased operating costs (higher compliance costs)	As a listed company based in the UK with a global presence, YouGov has already experienced an increase in regulation due to climate change. This has been aimed at managing energy consumption and reducing emissions, encompassing Streamlined Energy and Carbon Reporting (SECR) and the TCFD regulations. Additional regulations are anticipated to be implemented, as the world economy transitions to net-zero carbon emissions. The costs and resources required to guarantee YouGov's compliance with new reporting requirements and successfully manage internal efforts are anticipated to increase. For instance, the Department for Business, Energy and Industrial Strategy (BEIS) estimates that enterprises will spend an average of £88,000 annually to comply with the TCFD disclosure rules. If these rules are broken, there may be financial claims, fines, penalties, or compensatory damages.
	Rising spend for carbon pricing	2-3°C	Medium Term (2025-2035)	Expenditures – Increased direct costs	The UK has agreed to several carbon budgets over five years. Companies may be subject to a tax on carbon emissions if their carbon emissions do not decline at a rate that meets certain criteria. For our industry, we expect this impact to be minimal, but if a carbon tax is imposed on any of our suppliers, we might experience significant cost increases throughout our supply chain.
Market	Rising cost of raw materials	<2°C 2-3°C	Short – Medium Term (2020-2035)	Expenditures – Increased indirect (operating) costs	Raw material cost increases could have a negative effect on YouGov's profitability. The pandemic and other global events in recent years have significantly disrupted the tech industry's supply chain. Unpredictable weather events could exacerbate existing supply chain problems, which might lead to higher prices, interrupted supplies, and delayed deliveries. The firm has experienced rising energy expenses, and this will probably continue.
	Revenue loss due to client preferences	<2°C 2-3°C	Short – Medium Term (2020-2035)	Revenue – Decreased revenue due to reduced demand for current products and services	YouGov may be at risk of loss of revenue, reduced profitability, and reduced growth, if we are unable to keep pace with changing consumer preferences. As sustainability increases in importance, our clients may look to their supply chain to support them in reducing their impact. Clients may seek sustainable alternatives for the services they purchase from YouGov and could move to competitors if YouGov is unable to meet their changing demands.

Climate-related transition risks *continued*

Table 2. The Group's climate-related transition risks - continued.

Area	Climate-related risk	Warming scenario	Timeframe	Financial impact	Impact description
Reputation	Reputational damage (decreased access to capital)	<2°C 2-3°C	Short – Medium Term (2020-2035)	Capital and financing – Decreased access to capital	Our stakeholders' interest in and concern over our sustainability credentials will continue growing as the world moves to a decarbonised economy. As the emphasis on environmental impacts, climate change, and net-zero targets increases, a real or perceived inability to understand and take action to reduce our overall carbon footprint is likely to negatively impact investor sentiment and/or ratings, potentially limiting our access to capital.
	Reputational damage (perception of failure to act)	<2°C 2-3°C	Short – Long Term (2020-2050)	Capital and financing – Decreased access to capital	YouGov faces the risk of not being able to publicly market or promote our sustainability strategy, due to our strict policy to remain publicly neutral on any topics that may be considered controversial, such as climate change. This is due to the nature of our business – in order to maintain a truly representative panel we need to ensure we recruit and retain panel members who reflect the full spectrum of public opinion. This poses a challenge as our stakeholders may not easily be able to identify the company's efforts to address climate change. It is important to note that this risk is applicable to all competitors in the industry, as they experience similar limitations in promoting their sustainability initiatives.
Technology	Rising spend of high-efficiency assets	<2°C 2-3°C	Short – Medium Term (2020-2035)	Expenditures – Increased operating costs	Clients are increasingly factoring in the environment when making purchase choices. YouGov faces the potential hazard of revenue decline, diminished profitability, and restricted growth, should we fail to align with these evolving trends. The expenses involved in ensuring the sustainability of our products and services are expected to rise, with potential investments in advanced technology and resources. The transition towards more efficient technology and sustainable goods may necessitate the write-off or retirement of current assets, exerting a significant impact on our finances, and calling for amplified capital investments over time due to dwindling demand for high-emitting existing products and services.
	Write-off of low-efficiency assets	<2°C 2-3°C	Short – Medium Term (2020-2035)	Revenue – Reduction in total revenue	As YouGov embarks on a road to achieve carbon neutrality for Scope 1, 2, and 3 by 2026 in the UK (read more on page 26), we are dedicated to decarbonising our operations. As more cutting-edge technologies enter the market over time, we may need to invest in lower emissions technology across all our businesses, to minimise our carbon emissions. To reach our goals, we may need to set aside money for capital expenses, which would mean increasing the business's costs. The cost of implementing new procedures or practices will be assessed by the company. However, we anticipate that these changes will develop gradually over time.

Climate-related physical risks

Table 3. The Group's material climate-related physical risks.

Area	Climate-related risk	Warming scenario	Timeframe	Financial impact	Sites	Impact description
Acute	Business impact of flooding	>3°C	Medium - Long Term (2025-2050)	Expenditures – Increased direct costs	3	After conducting climate scenario analysis on our key locations, we have ascertained that three sites are exposed to a significant risk of flooding (London, Mumbai, and Bangalore). This is a risk that we expect to amplify in frequency and severity as a consequence of climate change. This vulnerability carries the potential for direct harm to property, plant, equipment, and transportation networks, thereby increasing our costs. Additionally, there exists the possibility of delivery delays and further disruptions to our operational activities. These expenses may escalate, as the global premiums for property insurance are projected to surge by 29% by the year 2040, due to the impact of climate change. While extreme weather conditions have the potential to increase production costs or induce disruptions within our supply chain, it is improbable that they would irrevocably impede our long-term operational capability. Nevertheless, these disruptions may lead to heightened costs and potential price increases.
	Business impact of heatwaves/ extreme heat	>3°C	Medium - Long Term (2025-2050)	Expenditures – Increased direct costs	11	The frequency and intensity of heatwaves are expected to increase with climate change. The heatwaves in the UK in summer 2022 led to 40-degree temperatures, and disruption to multiple transport links. Heatwaves lead to increased demand for cooling and energy (air-conditioning, fans, water) at 11 of YouGov's sites. Power outages are likely to become more common, due to a reduction in power production and an increase in energy demand. Supply routes may be disrupted as railways buckle and roads melt.
	Business impact of wildfires	>3°C	Medium - Long Term (2025-2050)	Expenditures – Increased direct costs	2	We identified two of our key locations where wildfires are a risk to our business, which have both experienced the effects from nearby wildfires in recent years (Mexico City and San Francisco). There is potential for direct damage to our sites and disruption to our employees if they are working from home in nearby areas. There is also potential for damage to transport networks resulting in delays from suppliers. Costs may increase to install appropriate ventilation, due to increased requirements for air filtration systems.
Chronic	Business impact through sea level rise	>3°C	Long Term (2035-2050)	Expenditures – Increased direct costs	3	Rising seas increase the risk of erosion, storm surges and saltwater intrusions into aquifers that supply sites with fresh water. We identified three of our key sites that are at risk of sea level rise (Mumbai, Jakarta, and San Francisco). Damage to our sites could lead to closures and increased insurance premiums. Damage and disruption to major distribution centres such as ship ports and airports could impact our supply routes.
	Business impact through high water stress	>3°C	Long Term (2035-2050)	Expenditures – Increased indirect (operating) costs	8 (long-term, potential risk)	YouGov's operations in high-water stress areas may result in restricted water usage and additional regulations to report on water consumption. YouGov identified 8 sites that are at potential risk from water-stressed conditions in the long term. Water will require greater treatment, which will result in increased costs. Pressure is put on energy generation as hydropower, nuclear, gas and coal power stations reduce productivity.

Climate-related opportunities

Table 4. The Group's climate-related opportunities.

Area	Climate-related risk	Warming scenario	Timeframe	Financial impact	Opportunity description
Energy Resources	Use of lower emission sources of energy	<2°C 2-3°C	Short Term (2020-2025)	Reduced indirect (operating) costs	Investment in resource efficiency will lower energy intensity and should lead to cheaper and more consistent operating costs, enhancing operating efficiency. This will be accomplished by decreasing energy across the Group. The power needed for our offices and data centres (including heating, ventilation, air conditioning, and lighting) are the main energy uses for YouGov.
Resource Efficiency	Use of more efficient suppliers and diversifying our supply chain	<2°C 2-3°C	Medium Term (2025-2035)	Reduced indirect (operating) costs	The use of more efficient suppliers and diversifying the supply chain presents a significant climate-related opportunity for YouGov. By actively identifying suppliers that prioritise sustainability and adopting a diversified supply chain, the company can reduce its environmental impact and enhance its resilience to climate-related risks.
	Disposal of under-utilised sites – improved portfolio management	<2°C 2-3°C	Short – Medium Term (2020-2035)	Reduced indirect (operating) costs	The disposal of under-utilised sites and improved portfolio management presents a climate-related opportunity for YouGov. By strategically managing our real estate portfolio and disposing of under-utilised sites, the company can optimise resource allocation, reduce environmental impacts (including our carbon footprint) and potentially generate financial benefits.

03 Risk management

Disclose how the organisation identifies, assesses, and manages climate-related risks.

Understanding and managing our climate-related risks

The Board maintains full control and direction over appropriate strategic, financial, organisational, and compliance matters and has put in place defined lines of responsibility and delegation of authority. The Board reviews and maintains final approval of the annual budget and forecasts. Corporate due diligence includes the identification and assessment of the corporate risks inherent in the Group and the data analytics, market research, insights and media sectors.

In line with the wider business risk management process, and overseen by the Board's Audit & Risk Committee, YouGov has implemented a four-step risk management framework which informs how climate-related risks and opportunities are identified, assessed, appraised, and addressed. Through our TCFD analysis and with the support of third-party ESG specialists, we created our first stand-alone climate risk register in May 2023, which sits alongside the wider Group risk register.

The Board's Audit & Risk Committee is responsible for reviewing and approving the climate risk register to ensure that climate-related risks and opportunities are accurately assessed, acknowledged, and monitored. YouGov's system of internal controls is designed to manage, rather than eliminate, the risk of failure to achieve business objectives, in addition to providing reasonable but not absolute assurance against material misstatement or loss. This process is regularly reviewed by the Board and is in accordance with FRC guidance. The Audit & Risk Committee receives a report from management on the effectiveness of internal controls each year.

YouGov has embedded the TCFD recommendations into the Company's risk management process which comprises four interconnected steps:

Identify → Assess → Appraise → Address

1. Identify

Identify climate-related risks and opportunities that may impact our business through climate scenario analysis. Our climate scenario analysis identified 13 climate-related risks and 3 opportunities. The management of these risks and opportunities is explained in Tables 2 – 4.

2. Assess

Assess the impact of each risk and opportunity on the business across three scenarios (<2°C, 2-3°C and >3°C) and three timeframes [short- (2020-2025), medium- (2025-2035) and long-term (2035-2050)], to understand where the impact would be greatest on YouGov's business operations.

3. Appraise

Appraise the value of impacts from climate-related risks and opportunitie on the future of our business. To reduce the impact that climate change will have on our business operations, we have introduced control measures as seen in Tables 5 – 7. We appraised existing control measures against the climate-related impacts from both transitional and physical risks to limit the Group's current exposures and to introduce further control measures.

4. Address

Adress the identified climate-related risks and opportunities. On an annual basis, the Compliance team re-evaluates the risks and opportunities and associated control measures to understand their continued effectiveness, which will then be reviewed by the Board's Audit & Risk committee along with the Group's overall risk register.

These risks formed a climate risk register which was incorporated into the Group's overall risk register and presented to the Board during the year with an explanation of both physical and transition risks. The Board remains responsible for reviewing the climate risk register on an annual basis, monitoring the impacts of climate change and the effectiveness of the mitigation controls, and updating the climate risk register to ensure that climate-related risks and opportunities are accurately assessed, acknowledged, and addressed.

Definitions

Company risk register: Document comprising of strategic and operational risks identified by the business with current and planned controls.

Climate risk register: A supplementary document comprising of the same components, specifically focusing on climate-related risks.

Climate-related transition risk management

Table 5. The Group's climate-related transition risk mitigation controls.

Area	Climate-related risk	Mitigation controls
Policy & Legal	Failure to comply with increasing regulations	We have allocated internal resources and engaged the assistance of third-party specialists to ensure compliance with the current and upcoming regulations. We monitor legislation changes both internally and throughout our supply chain. YouGov has a system to ensure compliance. However, we do recognise that when we begin the transition to a low-carbon economy, these costs could increase. Our organisation's senior managers closely follow changes to the law and reporting requirements, and we carefully consider any external policy announcements that can have an influence on our business. Through our existing ESG programme, we have dedicated resources and work with our third-party ESG specialists to ensure we remain compliant with current and emerging regulations. We have a dedicated ESG Manager and Group-level Compliance and Legal teams that will monitor potential and emerging regulations and collaborate to ensure compliance and best practice.
	Rising spend for carbon pricing	Given our commitment to net-zero (targets to be set in FY24), we anticipate a gradual decline in our overall CO_2 emissions. We use renewable energy where supported in our physical offices (e.g., the London office is powered by 100% renewable energy). As part of our SECR and TCFD reporting, we have calculated our global carbon emissions for FY22 and FY23, and we will utilise that data to determine an internal carbon price in the FY24 reporting period.
Market	Rising cost of raw materials	We routinely review our suppliers and uphold good connections with our biggest vendors. We will continue to monitor and maintain these relationships with our current suppliers in FY24 and beyond, so that we will be alerted as soon as possible if there are any delays or problems with obtaining products. Although we cannot control changes in energy rates, we monitor these and strive to always be on the best renewable tariff. Many of our global sites are part of shared co-working spaces so we have no direct control of the energy mix for the energy they consume. When we renew our leases in the future, renewable energy will factor into our decision-making.
	Revenue loss due to client preferences	We believe that by communicating our evolving sustainability programme, we can minimise this risk. However, as a global public opinion and data company, we cannot publicly market and promote our efforts for sustainability and climate change. As we are on a journey to reduce our carbon emissions and reach net-zero, we can position ourselves to be ready for changing customer demands by communicating our ambitions directly to clients. We have a dedicated ESG Manager and resources available to ensure our ESG strategy remains at the heart of our business, particularly through our ESG Roadmap which contains specific initiatives to advance our environmental commitments.

Climate-related transition risk management *continued*

Table 5. The Group's climate-related transition risk mitigation controls - continued.

Area	Climate-related risk	Mitigation controls
Reputation	Reputational damage (decreased access to capital)	We have committed internal resources through our annual ESG Roadmap to ensure compliance with existing and upcoming requirements and showcase progress to investors and shareholders. We have published our first TCFD Report in FY23 to inform our stakeholders, including clients, about our climate-related activities and ensure that our ESG strategy evolves under the direction of best practices. In FY23 we contracted third-party specialists to assist with preparing a thorough TCFD disclosure, including identifying and incorporating the risks and opportunities of climate change into our business strategy. We have a dedicated ESG Manager to oversee and manage sustainability internally within our business.
	Reputational damage (perception of failure to act)	We are committed to developing comprehensive and transparent sustainability reports that outline our environmental initiatives, including those related to climate change. These reports will be made available to stakeholders through our website, Annual Report & Accounts, and other communication channels. By providing detailed information on our sustainability strategy, including actions taken and progress made, YouGov can effectively communicate our commitment to addressing climate-related risks while maintaining our neutrality policy. Transparency is fundamental to our approach to all disclosures, and we will never hide our efforts to stakeholders, despite being unable to formally promote them within our brand and marketing channels.
Technology	Rising spend of high-efficiency assets	We are positioning ourselves to be ready for shifting customer expectations while we work to minimise our carbon emissions. Usage of alternative materials necessary for low-carbon products will require significant investment. Air conditioning and heating are two of our biggest Scope 1 and 2 emissions hot spots and substituting these with more energy-efficient alternatives will ensure our services remain sustainable to our customers. By setting and reaching net-zero targets we will be providing a sustainable service, which mitigates this risk.
	Write-off of low-efficiency assets	We have engaged with third-party consultants to support the rollout of embedding more sustainable processes and have introduced internal initiatives to reduce emissions. Due to the nature of our business and our support of remote working, our Scope 1 and 2 emissions are low. We are currently exploring options to improve the energy efficiency in all our sites and are actively bringing in our facilities managers into the development and implementation of our ESG Roadmap by conducting regular assessments at our offices. While we continue to endorse virtual meetings, we have updated our Group Business Travel Policy to encourage sustainable travel choices where business travel is absolutely essential to reduce our Scope 3 emissions.

Climate-related physical risk management

Table 6. The Group's climate-related physical risk mitigation controls.

Area	Climate-related risk	Mitigation controls
Acute	Business impact through flooding	We recognise that increased flooding could result in disruptions to our business. Sites at higher risk of flooding have measures in place to reduce the risk of flooding events or are situated on elevated ground, so the impact is lower than the analysis suggests. We will continue to conduct annual assessments and expand the analysis to include our other business locations and our supply chain. We have conducted specific flood risk assessments on the most at-risk sites, and we are comprehensively covered by insurance. In the longer term, YouGov will ensure that drainage systems at our sites are well-maintained and serviced.
	Business impact through heatwaves/ extreme heat	We will continue to monitor and calculate our carbon emissions on an annual basis, to determine whether increased energy consumption from cooling technologies has an impact on our Scope 1 and 2 emissions. We will also prioritise renewable energy sources where applicable to minimise the impact of increased energy usage during the summer months due to increased demand for cooling. We aim to develop our net-zero strategy in FY24 with our third-party consultants. We will ensure that our staff take regular comfort breaks during heatwaves to ensure employees do not suffer from heat-related illnesses, which may reduce productivity.
	Business impact through wildfires	YouGov might need to ensure appropriate insurance policies cover properties if this risk were to increase in the future. Two sites have been identified as at-risk for wildfires – both have an early alert system in place and staff are educated on staying safe and healthy during wildfires. The risk of wildfires poses more of a risk to our supply chain. We will conduct a thorough analysis of our supply chain and key supply routes next financial year to investigate this impact on our value chain.
Chronic	Business impact through sea level rise	Three sites have been identified as at-risk for sea level rise – we closely monitor local risk assessment updates at each site and follow local recommendations for preparations for extreme events, including consideration of office relocation where necessary. We may have to engage in resources to conduct site-specific coastal flood risk assessments and monitor flood risk at coastal sites for long-term impacts. Sea level will primarily affect YouGov through ports along our supply routes, leading to shipping delays. This risk is chronic, so we will have time to prepare and mitigate any issues that arise at our actual sites through climate change.
	Business impact through high water stress	Our operations are not water intensive, so this risk will have a minimal impact on our business. We will have to ensure our staff are properly hydrated during working hours, and we will monitor any legislative changes to our water use during times of droughts.

Climate-related opportunity management

Table 7. The Group's climate-related opportunity management controls.

Area	Climate-related risk	Mitigation controls
Energy Resources	Use of lower emission sources of energy	At YouGov we are committed to decarbonising our operations as we embark on a journey to net-zero. We understand we will be required to invest in lower emissions technology across our operations, as more innovative solutions come to market over time. Increased energy efficiency technology will decrease our energy consumption and the energy costs for our business. The payback associated with lower-emission sources of energy will mitigate the upfront cost of technology investment. Exploring further renewable energy options at some of our global sites could reduce costs and our reliance on the grid over time, helping to mitigate any carbon tax.
Resource Efficiency	Use of more efficient suppliers and diversifying our supply chain	We will develop further criteria for evaluating suppliers based on their environmental performance and sustainability practices. These criteria can include factors such as carbon footprint, waste management, use of renewable energy, and adherence to ethical labour practices. By prioritising suppliers with strong sustainability credentials, we can support companies that align with their own climate goals. We can promote regular communication, share best practices, and provide support and incentives for suppliers, to improve their environmental performance. YouGov will assess the risks associated with our current supply chain in the next financial year and identify opportunities to diversify sources and reduce dependence on high-risk regions or suppliers. This can include exploring alternative suppliers in different geographical areas and considering local sourcing options.
	Disposal of under-utilised sites – improved portfolio management	YouGov conducts regular analysis on our global sites, to ensure that they are operationally viable. We will continue to conduct a thorough assessment of our real estate portfolio to identify under-utilised sites. This assessment will consider factors such as occupancy rates, energy consumption, maintenance costs, and environmental impact. By understanding the current state of our properties, YouGov can prioritise sites for disposal or repurposing based on their potential for improved sustainability and financial returns.

04 Metrics and targets

Disclose the metrics and targets used to assess and manage relevant climate-related risks and opportunities.

Metrics and targets

During this year, YouGov calculated its global carbon footprint for a baseline year (FY22) and year 2 (FY23). Due to the limited time between the financial year end (31 July 2023) and the finalisation of materials for the 2024 Annual Report & Accounts, we did not have the capacity to hold the requisite workshops to develop long-term and interim net-zero targets before the publication of this report. This is scheduled to take place during FY24. We have submitted our letter of commitment to verify our targets with the Science Based Targets initiative (SBTi) and will work to set ambitious near-term and net-zero targets within the 24-month verification period. We intend to publish our initial net-zero targets in a separate ESG Report in Spring 2024. In future TCFD reports, the Metrics & Targets disclosures will be fully compliant with all relevant recommendations, including updates on progress towards near-term and net-zero targets.

In FY23, we have continued to meet objectives to reduce our environmental impact, as outlined in our ESG Roadmap. With the support of our third-party ESG specialists, we have improved our data collection processes and set a baseline from which to measure our future progress. With their guidance, we have committed to set science-based targets that build on our Market Research Society (MRS) Net-Zero Pledge ambition to achieve carbon neutrality in our Scope 1, 2, and 3 greenhouse gas emissions in the UK by 2026 (read more on page 26).

The Chief Governance and Compliance Officer is responsible for the setting and completion of targets as part of the ESG Roadmap. They will annually review the targets and deliver an update to the Board. We have chosen to assess our sustainability performance, strategy, and resilience against the Company's climate-related risks and opportunities with several metrics, including greenhouse gas emissions, energy usage, and single-use plastic footprint.

Greenhouse gas emissions

The reduction of YouGov's carbon footprint is a priority. We use the GHG protocol as the basis for our Scope 1, 2 and 3 emissions, and the specific methodologies used to calculate our emissions can be found in the Appendix (page 28). An operational control boundary has been applied to our offices: offices where we have control of the energy contracts are included in our Scope 1 and 2 emissions, while our serviced offices, where there is no visibility over the energy use, are included in our Scope 3 Category 8 (Upstream Leased Assets) emissions. Our Scope 1 and 2 emissions for FY23 represent 2.4% of the Group's total emissions, with our Scope 3 emissions for this financial year representing the remaining 97.6%. The most significant emissions sources are from the goods and services purchased by the Group, accounting for 40.0% of the Company's total carbon footprint.

Table 8. The Group's global carbon balance sheet.

Emissions Scope & Scope 3 Category	FY23 (tCO_2e)	FY23 (%)	FY22 (tCO_2e)	FY22 (%)
Scope 1	**29**	**0.5%**	**23**	**+30.5%**
Natural Gas	10	0.2%	11	-9.0%
Refrigerants	19	0.3%	12	+66.2%
Scope 2 (Location-based)	**117**	**1.9%**	**109**	**+7.6%**
Scope 3	**6,019**	**97.7%**	**5,876**	**+2.4%**
1. Purchased Goods & Services	2,466	40.0%	2,651	-7.0%
2. Capital Goods	883	14.3%	822	+7.5%
3. Fuel-related Emissions	29	0.5%	27	+8.6%
4. Upstream Transportation and Distribution	47	0.8%	46	+2.2%
5. Waste Generated in Operations	4	0.1%	3	+17.1%
6. Business Travel	519	8.4%	297	+74.5%
7. Employee Commuting[2]	1,297	21.0%	1,347	-3.8%
8. Upstream Leased Assets	774	12.6%	683	+13.3%
9-15	Not Applicable			
Total Emissions (location-based)	**6,165**	**-**	**6,008**	**+2.6%**
tCO_2e/£m revenue (location-based)	**23.80**	**-**	**27.17**	**-12.4%**
tCO_2e/ FTE (location-based)	**3.40**	**-**	**3.66**	**-7.1%**

Between FY22 and FY23, our total Scope 1, 2 and 3 emissions increased by 2.6%, predominantly driven by an increase in business travel emissions as travel restrictions were lifted after COVID-19. While most of our emissions are outside our direct control, we acknowledge YouGov's influence over Scope 1, Scope 2, business travel (Scope 3 Category 6) and employee commuting (Scope 3 Category 7) emissions, and therefore will pay particular attention to reducing these emissions. Although our absolute emissions have increased, the 12.4% decrease in emissions per £million revenue demonstrates that our business has become more efficient in its operations. Our next step will be to set ambitious near-term net-zero targets aligned with the SBTi recommendations for emission reduction targets to limit the worst impacts of climate change globally.

[2] This includes an estimate of remote working emissions.

Streamlined Energy and Carbon Reporting (SECR)

While we are a naturally low-emission business, monitoring and reducing our carbon emissions is core to our environmental approach. We have reported our Scope 1, 2, and 3 UK carbon emissions in our Annual Reports and Accounts since 2020, in alignment with SECR requirements. In our 2023 Annual Report and Accounts, we have included our global emissions in our SECR disclosure for the first time, in line with best practice and showing our commitment to transparency. Additionally, we are signatories to the MRS Net Zero Pledge to achieve carbon neutrality in Scope 1, 2 and 3 in the UK by 2026.[3]

YouGov's Scope 1 and 3 direct emissions from the combustion of natural gas and grey fleet transport fuels and refrigerant gases for FY23 are 29.06 tCO_2e, resulting from the direct combustion of 52,565 kWh of fuel. This represents a carbon increase of 30.55% from FY22 due to increased data availability of refrigerant gases. Scope 2 indirect emissions from purchased electricity for FY23 are 117.05 tCO_2e, resulting from the consumption of 398,764 kWh of electricity purchased and consumed in day-to-day business operations. This represents a carbon increase of 7.59% from FY22. In FY23, 46.3% of electricity consumed globally was produced from renewable sources. Additionally, 100% of the electricity consumed in our London headquarters was from renewable sources. Our operations have an intensity metric of 0.60 tCO_2e / £m revenue. This represents a 9.41% decrease in the operational carbon intensity from FY22.

Table 9. YouGov's UK and global total energy consumption (kWh).

Utility and Scope	FY23 UK Consumption (kWh)	FY23 Global (excluding UK) Consumption (kWh)	FY22 UK Consumption (kWh)	FY22 Global (excluding UK) Consumption (kWh)
Scope 1 Total	**4,754**	**47,811**	**6,631**	**51,204**
Natural Gas	4,754	47,811	6,631	51,204
Scope 2 Total	**199,214**	**199,550**	**162,903**	**200,151**
Grid-Supplied Electricity	199,214	199,550	162,903	200,151
Scope 3 Total	**2,670**	**37,862**	**7,004**	**53,375**
Transport (Grey Fleet)[4]	2,670	37,862	7,004	53,375
Total	**206,638**	**285,223**	**176,538**	**304,730**
Global including UK Total	**491,861**		**481,268**	

[3] The MRS Net Zero Pledge asks signatories to commit to achieving net-zero across Scope 1, 2, and 3 in the UK by 2026. As this is not a feasible timeline due to the size of our business and our supply chain, we interpret this commitment as a pledge to achieve carbon neutrality for Scope 1, 2 and 3 emissions by 2026.

[4] Following the reporting guidance, we are only including business travel in personal vehicles for Scope 3 in our SECR reporting. See page 24 for our carbon balance sheet with a full breakdown of all categories of Scope 3 emissions.

Streamlined energy and carbon reporting (SECR) *continued*

Table 10. YouGov UK and global total location-based emissions (tCO_2e).

Utility and Scope	FY23 UK Emissions (tCO_2e)	FY23 Global (excluding UK) Emissions (tCO_2e)	FY22 UK Emissions (tCO_2e)	FY22 Global (excluding UK) Emissions (tCO_2e)
Scope 1 Total	**20.32**	**8.75**	**12.91**	**9.35**
Natural Gas	0.87	8.75	1.21	9.35
Refrigerants[5]	19.45	0.00	11.70	0.00
Scope 2 Total	**41.25**	**75.80**	**31.50**	**77.29**
Grid-Supplied Electricity	41.25	75.80	31.50	77.29
Scope 3 Total	**0.60**	**8.52**	**1.62**	**12.31**
Transport (Grey Fleet)	0.60	8.52	1.62	12.31
Total	**62.17**	**93.06**	**46.04**	**98.95**
Global including UK Total (location-based)[6]	**155.23**		**144.99**	

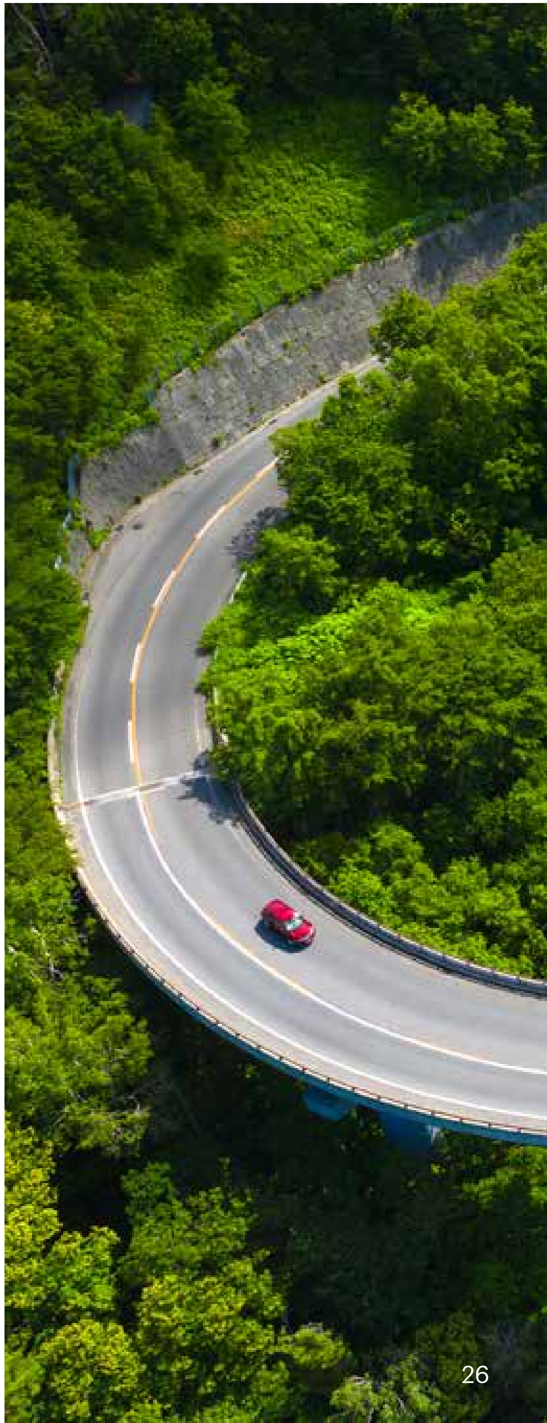
Table 11. YouGov global including UK emissions intensity metrics.

Intensity metrics	Location-based tCO_2e		
	FY23	FY22	% Change
All Scopes tCO2e per £m revenue (location-based)	0.60	0.66	-9.1%
All Scopes kgCO2e per FTE (location-based)[7]	85.57	88.35	-3.15%

[5] We have included refrigerant consumption voluntarily (expected to become mandatory). Air conditioning providers are required to provide refrigerant data in the UK, but not on a global scale. Until we have access to global data, we will report our global refrigerant emissions as 0.00.

[6] We have only report on location-based emissions as we do not have data on market-based emissions for our global sites.

[7] We use $kgCO_2e$ per FTE to provide clarity for the intensity metric as the figures are very small in tCO_2e.



Our environmental progress

Our ESG commitments are outlined in our annual ESG Roadmap, which in FY23 included a specific Environmental Strategy, demonstrating our dedication to operate as a responsible and sustainable global business. Our ESG Roadmap is embedded from the top-down, ensuring that environmental initiatives are championed by the Board and facilitated by senior management. We encourage senior leaders to lead by example and treat ESG as a shared priority. Our Facilities team and regional office managers are key to ensuring that we are making environmentally friendly choices where possible. We aim to set water, waste and emissions reduction targets in FY24.

We have implemented the following initiatives with the aim of reducing the environmental impacts of our operations, products and services, and supply chain.

Table 12. Our environmental progress.

Area	Target	Progress
Energy efficiency	Reducing the kWh of natural gas and electricity used in our offices	• Closed sections of the London office on specific days based on occupancy rates to avoid unnecessary energy expenditure • Maintained seasonal air conditioning system schedules to reduce direct emissions in the London office • Continued supporting remote working and promoting virtual meetings, and updated the Group Business Travel Policy with sustainable travel considerations where business travel is necessary
Single-use plastics	Reducing the provision of products wrapped in single-use plastic in our offices	• Achieved SUPER[7] Bronze Certification for single-use plastic elimination and reduction in four offices • Maintained recycling streams in all physical offices, in alignment with local recycling practices
Water	Reducing the amount of water that is wasted	• Worked with our coworking spaces' management teams in India to install sensors on water taps to minimise the amount of water that is wasted
Waste	Reducing the amount of physical and energy waste we produce	• Reduced the amount of provisional packaging waste we consume by introducing loose-leaf tea options with biodegradable tea bags in several offices • Switched to recycled paper in the London office • Reduced the number of printers available to minimise the reliance on printing and reduce paper waste in the London office • Maintained use of reusable glass water bottles, as well as food waste and glass recycling stations in the London office • Addressed energy waste in Indian offices by introducing a 'Save Electricity' initiative • Educated employees and the housekeeping team through posters around offices with reminders to check on electricity usage and switch lights and equipment off when not in use • Swapped plastic cups and cutlery for sustainable cups and wooden or reusable cutlery in several offices

[7] SUPER is a US-based non-profit that helps businesses calculate their "Single-Use Plastic Footprint," identifying vetted alternatives to single-use plastics.

Additionally, in FY24 we plan to:

- Implement all-staff environmental training, including key climate change concepts.
- Define near- and net-zero absolute targets and submit for verification with the Science Based Targets initiative (SBTi), with Board approval.
- Continue regularly assessing our real estate portfolio to identify under-utilised sites.
- Conduct the annual review of our climate risk register to ensure risks, opportunities, and controls remain accurate and fit-for-purpose.
- Categorise our supply chain into tiers to measure Scope 3 emissions, implement accountability measures, and facilitate stronger communication with key suppliers more effectively.

Remote working and business travel

Our greenhouse gas emissions were particularly low during the COVID-19 pandemic. We are aware that the continued return to the office and fewer limitations on travel inevitably increase energy and carbon expenditures. Our award-winning Group Working Arrangements Policy supports remote working by allowing employees to formalise a hybrid or fully remote arrangement. We encourage public transit and low-carbon travel alternatives where business travel is necessary.

Appendix – methodology

Scope 1 and 2

Our Scope 1 and 2 emissions have been calculated using the GHG Protocol – A Corporate Accounting and Reporting Standard (World Business Council for Sustainable Development and World Resources Institute, 2004); Greenhouse Gas Protocol – Scope 2 Guidance (World Resources Institute, 2015); ISO 14064-1 and ISO 14064-2 (ISO, 2018; ISO, 2019); Environmental Reporting Guidelines: Including Streamlined Energy and Carbon Reporting Guidance (HM Government, 2019).

Government Emissions Factor Database 2023 version 1.1 has been used, utilising the published kWh gross calorific value (CV) and $kgCO_2e$ emissions factors relevant for reporting period 01/08/2022 – 31/07/2023.

Estimations were undertaken to cover missing billing periods for properties directly invoiced to YouGov. These were calculated on a kWh/day pro-rata basis at the meter level. These full-year estimations were applied to 9 electricity suppliers and 2 gas suppliers. All estimations equated to 13.26% of reported consumption.

Intensity metrics have been calculated using total tCO_2e figures, and the selected performance indicator agreed with YouGov for the relevant report period:

	FY23	FY22
Total Revenue	£258.3m	£221m
FTE	1,820	1,641

Scope 3

This table sets out the data sources and an overview of the methodology followed for Scope 3 calculations. All conversion factors are sourced from UK Government GHG Conversion Factors for Company Reporting, v1.0 2020, unless stated otherwise, including Scope 3 Well to Tank and Transmission and Distribution losses.

Table 13. Data sources and methodology for our scope 3 data collection.

Scope 3 Category	Key data source(s)/ Applicability	Method comments
1. Purchased Goods and Services	Operational expenditure records.	**Spend-based approach** • Opex. spend converted into £ value of year of conversion factors using the Bank of England inflation calculator. • Emissions calculated using converted spend and spend-based emissions factors from DEFRA.
2. Capital Goods	Capital expenditure register.	**Spend-based approach** • Capex. spend converted into £ value of year of conversion factors using the Bank of England inflation calculator. • Emissions calculated using converted spend and spend-based emissions factors from DEFRA.
3. Fuel-related Emissions	Natural gas and electricity invoices.	**Activity-based approach** • Includes Well-to-Tank and T&D losses from direct (Scope 1) and indirect (Scope 2) energy consumption. • For natural gas the WTT emissions factors as published by the UK Government were applied to calculate Category 3 emissions. • For electricity consumption, the transmission and distribution (T&D), WTT – generation and WTT – T&D emissions factors were applied to calculate Category 3 emissions. These losses from other sources are included in their respective categories.
4. Upstream Transportation and Distribution	Spend on postage.	**Spend-based approach** • Spend on postage converted into £ value of year of conversion factors using the Bank of England inflation calculator. • Emissions calculated using converted spend and spend-based emissions factors from DEFRA.
5. Waste Generated in Operations	Waste transfer notes.	**Activity-based approach** • DESNZ 2023 emissions factors for specified types of disposed material and specified disposal routes (recycling, energy recovery/combustion, landfill) used to calculate emissions.

Appendix – methodology *continued*

Table 13. Data sources and methodology for our scope 3 data collection - continued.

Scope 3 Category	Key data source(s)/ Applicability	Method comments
6. Business Travel	Spend on business travel	**Spend-based approach** • Assumptions made on the average cost of a mile per transport mode in order to estimate the total distance travelled by each transport mode. • Assumptions made on the average cost of a hotel stay in order to estimate the number of nights of hotel usage. • Distances and hotel stays converted to emissions using DESNZ 2023 emissions factors.
7. Employee Commuting	Employee commuting survey	**Activity-based approach** • Employee survey used to collect distance travelled, transport type and frequency. • Annual emissions calculated for each employee that responded to survey. • Results extrapolated to account for full number of employees.
8. Upstream Leased Assets	Square meters of services offices	**Activity-based approach** • Square footage of leased sites to calculate energy consumption using CIBSE average energy consumption values for offices.
9. Downstream Transportation and Distribution	Not Applicable	No downstream transport and distribution as no products are sold, and all postage is paid for by YouGov and included in Category 4 – Upstream Transport and Distribution.
10. Processing of Sold Products	Not Applicable	No products sold.
11. Use of Sold Products	Not Applicable	No products sold.
12. End-of-life Treatment of Sold Products	Not Applicable	No products sold.
13. Downstream Leased Assets	Not Applicable	No assets where YouGov is the landlord.
14. Franchises	Not Applicable	No franchises.
15. Investments	Not Applicable	No investments in YouGov's name.